

BabyCal Participates in Health Fairs and Conferences



California's First Lady Gayle Wilson visited the BabyCal exhibit booth at the Women's Health Fair and was impressed by the event's success.

Northern California CBO Coordinator Edith Tybo participated in the **Women's Health Fair** in May at the State Capitol. Hosted by First Lady Gayle Wilson, Health and Welfare Agency Secretary Sandra Smoley and Department of Health Services Director Kim Belshé, the event was designed to highlight programs that promote women's health. Edith had the opportunity to meet with local providers of prenatal care and women's health services and provide information on how the BabyCal Campaign can support their outreach efforts.

BabyCal sponsored an exhibit at the **Maternal and Child Health Conference**, May 27 to 28, in San Diego. The staff also conducted a workshop providing CBOs with information to help them effectively market their programs and services. CBO Coordinators had the opportunity to meet potential and existing BabyCal CBOs and received positive responses to the two new posters which debuted at the conference.

(See Health Fairs, page 4)

BabyCal recently participated in a variety of health fairs and conferences statewide. These events provided opportunities to distribute BabyCal outreach materials to target audiences and share Campaign information with community-based organizations (CBOs) and other influencers of pregnant women.

In March, CBO Coordinators Tania Watson and Keisha Manns represented BabyCal at the **Kern County All-American Baby Shower and Kid's Korner**. BabyCal shared the exhibit booth with staff from the Kern County Health Department (a BabyCal CBO). The event was a great success, attracting more than 5,000 attendees including influencers and at-risk teens. BabyCal materials were distributed to approximately 450 members of the Campaign's target audience.

BabyCal also participated in **Public Health Week** in April. The event was sponsored by the California Department of Health Services to recognize programs and policies that provide health care, nutrition education and other services that improve the quality of life for low-income families. CBO Coordinators Edith Tybo and Nadine Roberts staffed the event, held at the Downtown Plaza in Sacramento, and distributed information to attendees.



Attendees at the Public Health Week showed interest in the Medi-Cal for Children outreach materials.

BabyCal Adds New Outreach Materials

Based on CBO requests, BabyCal has added two new English-language posters to its line of perinatal outreach materials for community-based organizations.

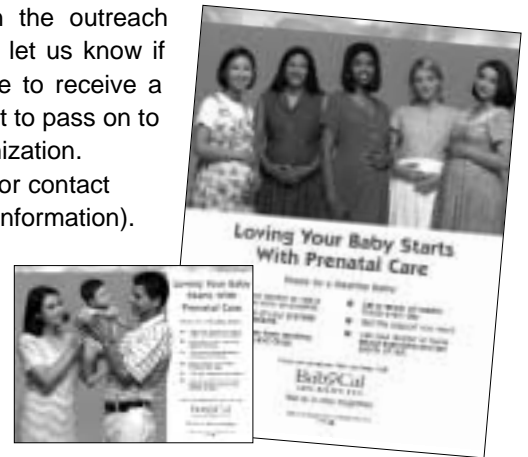
The first new addition is a multicultural English-language poster, featuring five pregnant women of different ethnicities, as seen on the BabyCal English-language brochure and “take-one” displays.

The second new offering is an English-language version of the Hispanic family shown on the Spanish-language poster. CBOs serving members of the Hispanic community will now have the option of English- and Spanish-language materials to best reach their clientele. Please continue to offer

comments on the outreach materials and let us know if you would like to receive a sample packet to pass on to another organization.

(See page 4 for contact and ordering information).

An order form is enclosed for your convenience.



CBO Spotlight

A Woman's Friend

Becky Lovesee, Executive Director • Karen Mullin, Director of Client Services • Phone 530/741-9136

Located in Marysville, a rural community near Sacramento, A Woman's Friend Pregnancy Resource Center and Medical Clinic extends a helping hand to women faced with difficult decisions concerning pregnancy and pregnancy-related situations. The independent grassroots organization relies upon community involvement, in-kind donations and volunteer support to provide critical services to women in need.

"We've been blessed to be a part of a community that stands behind our center," said Executive Director Becky Lovesee. Due to generous donations and community-supported fundraisers (such as an annual walk-a-thon and a fall banquet), A Woman's Friend is able to provide a wide range of services to a large number of Medi-Cal and low-income clients.

"Because we are locally organized and operate on limited funds, BabyCal plays a key role in providing our clients with important information to help them make healthy choices," Karen Mullin, Director of Client Services, said. "Although we serve women, we appreciate the colorful posters that encourage the father's involvement during and after pregnancy."

Another reason for the center's success is the ongoing dedication it has received from volunteers. Individuals from the community devote their time as support staff to assist in the day-to-day operations of the center and as peer counselors to offer guidance on the 24-hour hotline.

A Woman's Friend offers quality medical services free of charge by six physicians and seven registered nurses who

have volunteered their time since the center received its license as a community clinic from the California Department of Health Services in 1994. These highly skilled medical professionals provide pregnancy verification, ultrasound imaging, one-time exams and referrals to local prenatal care providers.

The center offers its services to more than 1,000 women predominantly between the ages of 15-35, of diverse ethnicities, each year. A Woman's Friend was established as a Pregnancy Resource Center in 1987 and has been a BabyCal Network member since 1996.



A Woman's Friend guidance counselor educates an expectant mother about fetal development and prenatal care.

CBO Coordinator Site Visits

In addition to participating in local health fairs and conferences, BabyCal CBO Coordinators visit CBOs in their region. These visits give Coordinators the opportunity to learn more about your organization's programs and services, provide you with tips on how to use the outreach materials to serve your clients and answer any questions you may have about BabyCal.

We appreciate your hospitality and willingness to share feedback with the BabyCal staff to help us better serve you. Thanks to the following organizations for taking the time to meet with the BabyCal CBO Coordinators:

Keisha Manns, Southern California CBO Coordinator:

- Foothill Family Services, Pasadena
- Pomona High School, Pomona

Nadine Roberts, Northern California CBO Coordinator:

- Davis Crisis Pregnancy Center & Prenatal Care Outreach and Refugee Programs, Davis
- Washington Hospital, Fremont
- General Hospital Women's Clinic, San Francisco

Tania Watson, Southern California CBO Coordinator:

- Public Health Foundation/WIC Program, Los Angeles
- Arroyo Vista Family Health Center, Los Angeles
- El Nido Family Centers, Los Angeles

Welcome, New BabyCal CBOs!

We would like to welcome the newest members of the BabyCal CBO Network. Thank you for your partnership to educate women and families in your communities about the importance of prenatal care.

Southern California Region

Keisha Manns (213/469-8680)

I look forward to hearing your thoughts about the BabyCal Campaign and our outreach materials.

- Airport Playa Women's Medical Group, Inglewood
- Healthy Babies Alliance, Pasadena
- Hemet Valley Medical Center - OB Clinic, Hemet
- Managed Care Solutions - AIM, San Diego
- Maternal and Public Health, San Bernardino
- Maternity Center of Vermont, Los Angeles
- Orangewood Pregnant Minor Program, Redlands
- Riverside County DPH - Adolescent Family Services, Moreno Valley
- Superintendent of Schools, San Bernardino
- South Central Los Angeles Regional Center - Perinatal Substance Abuse Program, Los Angeles
- Special Additions Prenatal Care Program, Yucca Valley

Tania Watson (213/966-5720)

Thank you for your support in helping families get the prenatal information and assistance they need.

- Asian Pacific Health Care Venture, Los Angeles
- Catholic Charities, Indio
- Mission City Community Network, North Hills
- Pediatric and Family Medical Center, Los Angeles
- San Geronio Memorial Hospital - CPSP, Banning
- Sudhakar Dixit, M.D., Riverside

Northern California Region

Nadine Roberts (916/925-7816)

Together we will be able to educate more women and their families about the importance of prenatal care.

- BayCare Women's Health Services, Oakland
- Communicare Health Centers, Davis
- Maternal and Child Health Unit, Napa
- Meadowview Community Action, Sacramento
- Mt. Madonna High School, Pregnant Minor Program, Gilroy
- Perinatal Outreach and Education, Redding
- Perinatal Service Center, Stockton
- Placer County Health and Human Services, Roseville
- Potrero Hill Health Center, San Francisco
- Sacramento U.S.D. Off Campus Alternative Class, Sacramento
- Tracy Public School S.T.E.P., Tracy

This brings the number of organizations participating in the BabyCal CBO Network to 449. If you know other organizations that might be interested in joining the BabyCal Network, please contact your local CBO Coordinator or call Paulette Johnson at Hill and Knowlton (213/966-5763).

Introducing Our New CBO Director

The BabyCal Campaign would like to extend its best wishes to Andrea Schepke who has transferred to Hill and Knowlton's Chicago office. In her place, we would like to welcome Paulette Johnson as the new CBO Director. Paulette joins our team with extensive experience in community outreach, media relations and public awareness programs. Feel free to give Paulette a call to introduce yourself at 213/966-5763.

BabyCal Notes

Healthy Families Update

Beginning July 1, the Healthy Families program will make low-cost health insurance available to children of working parents who earn too much to qualify for no-cost Medi-Cal, but cannot afford private coverage. If you are interested in receiving training to assist your clients in the enrollment process, call 888/237-6248 for more information.

Broadcast Partnership

Los Angeles' KTTV (FOX) recently partnered with BabyCal to create a public service announcement (PSA) featuring news anchor Susan Hirasuna during her last month of pregnancy. The PSA, which aired during April and May, highlighted BabyCal's key messages and health tips for expectant women. KTTV also created a second PSA featuring "Good Day LA" anchor Dorothy Lucey, who was expecting her first child during the taping.

The KTTV PSAs are modeled after a similar partnership with Sacramento's KXTV (ABC). The station's expectant anchor, Cristina Mendonsa, produced a BabyCal PSA with BabyCal Chairperson Gayle Wilson.

How to Order BabyCal Materials

BabyCal offers a variety of outreach materials free of charge to CBOs. Sample packets and order forms can be obtained from your CBO Coordinator and faxed to Pamela Coe at Hill and Knowlton, fax # (213/782-9793).

Health Fairs *(cont. from p.1)*

BabyCal also was an exhibitor at the annual **Fathers, Families and Communities Conference** in Anaheim in June. CBO Coordinator Tania Watson was on hand to share BabyCal materials to more than 500 providers attending that target men and pregnant/parenting women.

CBO Coordinator Nadine Roberts represented BabyCal at the **World's Largest Baby Shower** held in Sacramento in mid-June. Sponsored by the Sacramento County Black Infant Health Program, the family-oriented event attracted more than 3,500 attendees, including parents and grandparents. This annual event is designed to raise community awareness about the causes of black infant mortality and the important role of prenatal care to help solve the problem.

Please let us know about upcoming health fairs or conferences in your area. BabyCal can provide CBOs in our Network with outreach materials and tips on how to display the materials. Contact your local CBO Coordinator or Paulette Johnson at Hill and Knowlton (213/966-5763).

Sponsorship Updates

BabyCal recently launched a pilot program called "**BabyCal Bundles**," in Central California. The program was designed to help CBOs motivate their expectant clients to attend prenatal care appointments and/or classes. Participants who completed the program received a BabyCal Bundle — a zippered canvas bag containing sponsored baby products and BabyCal prenatal care information. Based on evaluation results and future sponsorship availability, BabyCal may continue the program in later phases.

The **Beechnut Corporation** generously donated large "Beechnut Baby" bibs and specially made discount coupons for the BabyCal Bundles pilot program.



BabyCal Campaign Contact Information:

CBO Coordinators:

Northern California: Nadine Roberts (916/925-7816)
or Edith Tybo (916/395-0461)
Southern California: Keisha Manns (213/469-8680)
or Tania Watson (213/966-5720)

Hill and Knowlton:

6500 Wilshire Blvd., 21st Floor
Los Angeles, CA 90048
Contact: Heather Redfern (213/966-5740)
Fax: 213/782-9793
or CBO Director Paulette Johnson (213/966-5763)

Department of Health Services:

714 P St., Room 1650, Sacramento, CA 95814
Contact: Katie Villegas (916/654-5435)
Fax: 916/657-3224